

naturceutical-news

Attention Colorists

## Get a Color Certificate OnLine From Pravana

**FOR IMMEDIATE RELEASE.** Bell Canyon, California — Once again PRAVANA NATURCEUTICALS differs from other professional beauty companies — this boutique brand offers a hair color certification program on its website, [www.pravana.com](http://www.pravana.com). The ChromaSilk™ Hair Colorist Certificate Program is a full-curriculum designed to provide the professional hair stylist with the information needed to become a more knowledgeable hair colorist. This knowledge will help build confidence and allow any “graduate” to take their art to a new level.

The ChromaSilk Hair Colorist Certificate Program offers four modules: hair color theory, ChromaSilk Hair Color system, application and formulation. Within each module, there is an overview and specific learning segments, followed by a module review and a quiz. Once the quiz is passed, a certificate for completion for that module is awarded, and the stylist can then move onto the next module.

After the successful completion of all four modules, the hair stylist becomes a PRAVANA certified hair colorist!

By providing this exclusive program online, busy stylists can learn at a time convenient for them since the program is available online 24/7. Busy days in the salon don't have to be interrupted, and each stylist can learn at his or her own pace. *It's easy, it's fun, it's colorful.*

ChromaSilk offers 85 low-ammonia permanent shades and nine semi-permanent Vivids. Also available is Pure Light Power Lightener to lift up to seven levels, on or off scalp. More information is available on the PRAVANA website, in the Professional Site section. Sign up today!

more—

PRAVANA  
where nature meets innovation™

Press Contact  
PH 818-783-8080 • FX 818-783-0001

Joni Rae Russell  
[jonirae@joniraeandassociates.com](mailto:jonirae@joniraeandassociates.com)



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### COLORIST CERTIFICATE continued

**PRAVANA NATURCEUTICALS™** is a unique hybrid that combines the power of nature with technological innovation to create a new professional hair care standard. Its proprietary Naturceutical Complex™ utilizes nine Meso-American botanicals that nourish and promote hair's health and wellness and three advanced hydrolyzed proteins to increase strength, elasticity and shine. Formulas contain silk proteins, human hair keratin, and wheat proteins. There are zero phthalates, and absolutely no animal by-product ingredients. Shampoos are sulfate and sulfite-free. All products are free of MEA and DEA and meet the strictest environmental regulations. PRAVANA, *from the ancient Sanskrit, means the source of all things.* The company is headquartered in Bell Canyon, California.

*Products are available in fine salons and spas.*

For more information call

- Toll Free 866-883-7094
- PRAVANA'S Technical Hotline 800-957-5629

Visit the website at [www.pravana.com](http://www.pravana.com)

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Press Contact  
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Joni Rae Russell  
[jonirae@joniraeandassociates.com](mailto:jonirae@joniraeandassociates.com)